



WORLD EVIDENCE-BASED HEALTHCARE DAY

COMMUNICATIONS BRIEF 2024

JULY 2024

INTRODUCTION

This communications brief provides key content to promote World Evidence-Based Healthcare (EBHC) Day to target audiences across social media platforms. It provides calls to action, hashtags, and handles. All stakeholders and supporters must work from this document to ensure strong, cohesive, and consistent messaging.

This World EBHC Day communications brief covers:

1. Launch of the World EBHC Day 2024 Campaign
2. General posts about World EBHC Day and the 2024 Campaign.
3. Calls to action to submit blogs, vlogs and to host an event.

WHAT IS WORLD EBHC DAY?

World Evidence-Based Healthcare Day is a global day that raises awareness of the need for better evidence to inform healthcare policy, practice and decision-making in order to improve health outcomes globally. It is an opportunity to participate in debate about global trends and challenges, and also to celebrate the impact of individuals and organisations worldwide, recognising the work of dedicated researchers, policymakers and health professionals in improving patient outcomes.

2024 THEME

Health and Beyond: From Evidence to Action

HASHTAG

[#WorldEBHCDay](#)

SOCIAL MEDIA HANDLE

Always use: [@WorldEBHCDay](#)

WEBSITE

<https://worldebhcday.org>

KEY MESSAGES

- World Evidence-Based Healthcare Day aims to raise awareness of the need for better evidence to inform healthcare policy, practice and decision-making to improve health outcomes globally.
- The World EBHC Day 2024 Campaign is: Health and Beyond: From Evidence to Action.
- The World EBHC Day 2024 Campaign seeks to galvanise the global evidence community in addressing the interconnected crises facing humanity through multisectoral collaboration.
- In the face of global, escalating social, economic, and ecological challenges, the World EBHC Day 2024 Campaign underscores the need for greater intersectoral action and collaboration to build resilient evidence support systems.
- We must recognise that a polycrisis also brings opportunities, for fostering greater cross-disciplinary thinking, multisectoral collaboration, moving away from siloed approaches, building social and citizen movements for systems change, for innovative and collaborative funding models... and taking action across the evidence ecosystem, building momentum to move from a confluence of crises to a confluence of change.
- By facilitating dialogue and knowledge-sharing across sectors, World EBHC Day 2024 serves as a global platform to share and access collective knowledge and wisdom for health and beyond, moving from evidence to action, while highlighting that intersectoral collaboration and innovation is pivotal to transformative change.
- The World EBHC Day 2024 Campaign calls on organisations and individuals to share their experiences, innovations, and lessons learned in using evidence-based approaches to drive meaningful action for health and beyond.

SOCIAL MEDIA MESSAGING

These posts can be accompanied by social media graphics available in the [World EBHC Day Social Media Toolkit](#)

Posts for X

- The 2024 [#WorldEBHCDay](#) Campaign is 'Health and Beyond: From Evidence to Action', which underscores the need for greater intersectoral collaboration to build resilient evidence support systems in the face of a polycrisis. Learn more: <https://worldebhcdays.org> [@WorldEBHCDay](#)
- Health professionals, researchers, knowledge brokers, policymakers & patients worldwide are working together to address serious global health challenges & improve the outcomes of global health through [#EBHC](#). [#WorldEBHCDay](#) celebrates you! <https://worldebhcdays.org> [@WorldEBHCDay](#)
- Our planet faces social, economic & environmental challenges. [#WorldEBHCDay](#) 2024 serves as a global platform to share and access collective knowledge and wisdom to face challenges for a healthier world. Join the conversation now: <https://worldebhcdays.org/take-action> [@WorldEBHCDay](#)
- Our world faces complex challenges, but [#WorldEBHCDay](#) sees opportunity! Let's harness evidence & collaboration for a healthier future. Learn more: <https://worldebhcdays.org> [@WorldEBHCDay](#)
- By facilitating dialogue and knowledge-sharing across sectors, [#WorldEBHCDay](#) 2024 serves as a global platform to share and access collective knowledge and wisdom for health & beyond, moving from evidence to action. <https://worldebhcdays.org> [@WorldEBHCDay](#)
- [#WorldEBHCDay](#) 2024: Knowledge is power! Join the conversation to share and access collective wisdom around the need for intersectoral collaboration for "Health and Beyond"! <https://worldebhcdays.org/take-action> [@WorldEBHCDay](#)
- Make your voice heard! [#WorldEBHCDay](#) is a platform for sharing and accessing collective knowledge and wisdom for health and beyond, moving from evidence to action in a polycrisis. Write a blog or record a vlog. Learn how: <https://worldebhcdays.org/> [@WorldEBHCDay](#)

Posts for LinkedIn

These posts are tailored for an audience on LinkedIn and can be copied and pasted.

- Within the context of a polycrisis, the current global discourse related to evidence-based healthcare is being shaped by a recognition that we need greater intersectoral action 'beyond health'.

For truly global transformative change to occur, we need collective wisdom and collective action in the form of large-scale, strategic collaboration, including actors from across the evidence ecosystem to co-create solutions.

The World EBHC Day 2024 Campaign, 'Health and Beyond: From Evidence to Action', encourages the global evidence community to share their insights, experiences, challenges, innovations, lessons learned, and promising failures in using evidence-based approaches to take action for health and beyond to build better evidence support systems in a polycrisis.

Learn how you or your organisation can take action for World EBHC Day 2024:

<https://worldebhcdays.org/take-action>

#WorldEBHCDay @WorldEBHCDay

- The @World Health Organization stresses that to meet the challenges of a polycrisis, we need to harness the power of science, data, innovation, and digital technologies. To achieve that, we need evidence-based guidance that is optimised for impact.

No single organisation, stakeholder, or country can move society in a new direction. For truly global transformative change to occur, we need collective wisdom and collective action in the form of large-scale, strategic collaboration, including actors from across the evidence ecosystem to co-create solutions.

We call on the global evidence community to share experiences and collective wisdom on using evidence-based approaches to take action for health and beyond.

Share your innovations, insights, experiences, challenges, lessons learned, and promising failures by submitting a blog, vlog or hosting an event to discuss key issues related to taking action to build better evidence support systems for polycrises.

Learn more: <https://worldebhcdays.org/take-action>

#WorldEBHCDay @WorldEBHCDay

- Celebrated on 20 October, World EBHC Day is a worldwide initiative to create awareness of the need for better evidence to inform healthcare policy, practice and decision-making in order to improve health outcomes globally.

The World EBHC Day 2024 Campaign, 'Health and Beyond: From Evidence to Action', seeks to galvanise the global evidence community in addressing the interconnected crises facing humanity. In the face of escalating social, economic, and ecological challenges, the Campaign underscores the need for greater intersectoral action and collaboration to build resilient evidence support systems.

We welcome your insights! Submit a blog or vlog for publication on the World EBHC Day website or host an event. Learn how to participate and contribute to collective wisdom for collective action: <https://worldebhcdays.org/take-action>

#WorldEBHCDay @WorldEBHCDay

- Our planet is reaching its social, economic, and ecological limits. Climate crises and ecological disasters, rising cybercrime, political conflict and polarisation, mass migration, global inflation/cost of living, LMIC debt crises and a pandemic, among other things, challenge the emerging responses for health and the healthcare goals of communities, countries, and global institutions.

This unprecedented global '[polycrisis](#)', poses a significant threat to the well-being of people worldwide. In a world where health, climate and societal challenges are rapidly evolving and increasingly interconnected, the importance of multisectoral, agile and adaptable evidence-based approaches are critical.

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form of large-scale, strategic collaboration, including actors from across the evidence ecosystem to co-create solutions.

We welcome your insights! Submit a blog or vlog for publication on the World EBHC Day website or host an event. Learn how to participate and contribute to collective wisdom for collective action: <https://worldebhcd.org/take-action>

[#WorldEBHCDay](#) [@WorldEBHCDay](#)

Posts for Instagram and Facebook

- Celebrated on 20 October, World EBHC Day is a worldwide initiative to create awareness of the need for better evidence to inform healthcare policy, practice and decision-making in order to improve health outcomes globally.

The World EBHC Day 2024 Campaign is 'Health and Beyond: From Evidence to Action'.

We call on organisations and individuals to share their experiences, innovations, and lessons learned in using evidence-based approaches to drive meaningful action for health and beyond.

World EBHC Day is held on 20 October. Head to <https://worldebhcd.org> and learn how to get involved!

[#WorldEBHCDay](#) [@WorldEBHCDay](#)

- Health professionals, researchers, knowledge brokers, policymakers and patients across the globe are working together to address serious global health challenges and improve the outcomes of global health. World EBHC Day celebrates you! <https://worldebhcd.org>

[#WorldEBHCDay](#) [@WorldEBHCDay](#)

- The World EBHC Day 2024 Campaign aims to foster intersectoral and intersectoral discussion and contribute to global discourse on how to take action to build better evidence support systems during a polycrisis.

We call on the global evidence community to share experiences and collective wisdom on using evidence-based approaches to take action for health and beyond.

Share your innovations, insights, experiences, challenges, lessons learned, and promising failures by submitting a blog, vlog or hosting an event to discuss key issues related to taking action to build better evidence support systems for polycrises.

Learn how at <https://worldebhcd.org>

[#WorldEBHCDay](#) [@WorldEBHCDay](#)